

22. (Amended) A method of transmitting purchase data in a database concerning a first consumer's order to at least one merchant independently of action by the first consumer, the method comprising:

storing a first data store made up of data comprising a first consumer's purchase data;

storing a second data store made up of data comprising a second consumer's purchase data;

extracting the first consumer's purchase data from the database;

extracting the second consumer's purchase data from the database;

combining the first consumer's purchase data with the second consumer's purchase data;

anonymizing the purchase data from the first and second consumers' orders into anonymous data; and

transmitting the anonymous data to the at least one merchant wherein the combining and anonymizing steps are performed independently of any input from the first or second consumer.